

ALKA



INTRODUCTION

An enthusiastic digital marketer and an Amazon Trained Ecommerce Specialist (ATES) with a strong grasp of enhancing website traffic, lead generation, social Media Marketing and conversions using digital marketing strategies. Eagerly anticipating the opportunity to launch my career in digital marketing.

CONTACT ME

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New Delhi

➤ CORE COMPETENCIES

SEARCH ENGINE OPTIMIZATION

Posses a comprehensive grasp of both on-Page and off-Page Optimization strategies essential for enhancing web page rankings on search engines. Engages in internal assignments and live projects for Compony Iielevate.

➤ GOODLE ADS

Proficient in utilizing Google Ads to attract highly targeted traffic and maximize conversions.

Skilled in grasping concepts such as...

- Google search ads campaign cration
- keyword research with Google keywords planner tool.
- Bids optimisation
- Conversion tracking set up.
- Retargeting campaign set up.
- Display ads Campaigns.
- Youtube ads campaign
- Shopping campaign

TOOLS USED

- Google Keyword Planner
- Yoast tool For SEO
- Uber suggest
- SemRush
- Ahrefs
- Mailchimp
- Filmora
- Canva
- VN
- Wordpress
- Woocommerce
- Google Trends
- Google Analytics
- Buffer

➤ SOCIAL MEDIA OPIMISATION AND MARKETING

- Proficient in generating and overseeing compelling content for various social media platforms such as Facebook.
- Proficient in creating and managing engaging content across various social media platforms such as Facebook, Instagram, Twitter, and LinkedIn.
- Develop a comprehensive comprehension of paid sponsored advertisements on Facebook and Instagram.
- Developed and managed a social media platform for the company, resulting in over 500 likes within a span of three days.

➤ EMAIL MARKETING AUTUMATION

- Can set up and manage automated email campaigns.
- Deep understanding of inbox delivery
- Capable of crafting exceptionally engaging emails campaigns as per diffrent marketing stages/ funnels. created automated email marketing campaign for ielevate

HOBBIES

- video Creation
- Scripting
- Blog Writing
- Content Design

OTHER INFORMATION

Father Name : Jasbir Singh

Mother Name : Sunita Devi

Languages Known:Hindi,
English, Haryanvi

➤ WORK EXPERIENCE/INTERNSHIP

- Four years of work experience as an education counselor and social media marketing.
- 3 Months Internship With White snippets pvt. ltd
- Possess individual Instagram pages with follower counts of 93k, 28k, and 61k, respectively.

➤ CERTIFICATIONS

- Google Search ads
- Google display ads
- Google Shopping ads
- Google mobile ads
- Google Video Marketing
- Google ads Measurement
- Google analytics certification
- SemRush- SEO certification
- Youtube Channel Growth
- Microsoft Bing ads
- Hubsot email marketing certification
- Amazon Trained Ecommerce Specialist Certification

➤ QUALIFICATION

- Masters In Geography
- Advance Digital Marketing